

FSC-131-B		8/14/97	
SUBJECT: DORAL - New POS/Advertising Items Update			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	<input type="checkbox"/> Sales Rep	
<input checked="" type="checkbox"/> ROM		<input type="checkbox"/> Retail Rep	

*To: KAM's
DM's
AM's
Rm's
Let's Order Doral
Box Window Pockets
And End Cap
Cards as
needed!
Thanks,
B.V.*

I. DORAL End Cap Cards-System III 40/80 Pack Displays (All Regions)

Objective: Announce availability of DORAL 40/80 packs end cap cards produced for System III units.

Purpose:

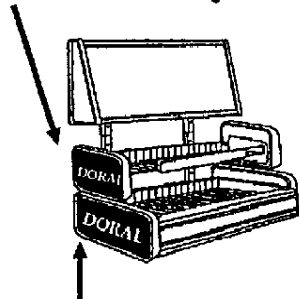
- Enhance DORAL's presence when merchandised on self-service System III displays.
- End cap cards offer additional brand exposure when DORAL is merchandised on System III with the following enhancements:
 - Enhanced 40 Pack or 80 Pack Trays
 - 40 Pack or 80 Large End Caps
(see illustrations below)

Details:

- Order end cap cards for self-service displays and non-self-service displays only when end-caps can be viewed by consumers.
- Available on open order.
- Each SKU contains 1 card printed on both sides.

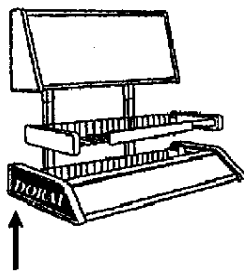
#534794 (1/SKU)

DORAL 40-Pack Large End Cap Card



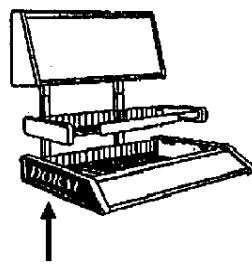
#534800 (1/SKU)

DORAL 80-Pack
Large End Cap Card



#534803 (1/SKU)

DORAL Enhanced 40-Pack
End Cap Card



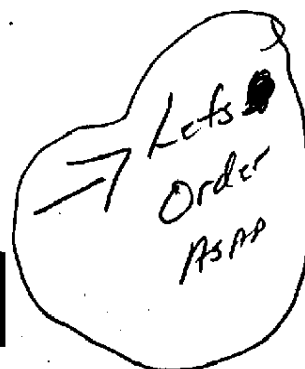
#534812 (1/SKU)

DORAL Enhanced 80-Pack
End Cap Card

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II. DORAL Box King & 100's Door/Window Decal (Regions 16, 17, 18, 23, 26, 51, 54, 56, 58, 63, 66, 69 only)

- Objective:** Announce availability of DORAL Box Door/Window Decals.
- Purpose:** Enhance DORAL's presence at retail while emphasizing growth potential for box styles.
- Details:** Placement of this item should occur where both box styles are available at retail in highly visible location.



Item #534431 DORAL Box Door/Window Decal (10/SKU) Allocated
Actual Size: 23" x 12" (die cut, double-sided)
Available for order: 8/25/97

III. DORAL Menthol Door/Window Decal (Regions 11, 12, 13, 16, 17, 18)

- Objective:** Announce availability of DORAL Menthol Window Decals.
- Purpose:** Enhance DORAL's presence at retail while emphasizing growth potential for menthol styles.
- Details:** Placement of this item should occur where DORAL Menthol styles (including DORAL Menthol Box) are available at retail in highly visible location.



Item #534725 DORAL Menthol Door/Window Decal (10/SKU) Allocated
Actual Size 23" x 12" (die cut, double-sided)
Available for order: 9/2/97

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Ron Grout, extension #2551

R. J. REYNOLDS TOBACCO COMPANY

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